S/N 09/780,273

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

JUL 0 9 2001

Applicant:

Barrie R. Froseth et al.

Examiner: Unknown

Serial No.:

09/780,273

Group Art Unit: 1761

Filed:

February 9, 2001

Docket: 869.018US1

Title:

CUSTOMIZED FOOD SELECTION, ORDERING AND DISTRIBUTION

SYSTEM AND METHOD

COMMUNICATION RE: CORRECTED APPLICATION PAPERS

Box Missing Parts Commissioner for Patents Washington, D.C. 20231

In response to the "Notice to File Corrected Application Papers" (see enclosed copy). Enclosed are 40 (forty) sheets of formal drawings for the above-identified application.

Applicants assume the application is now in proper order and in condition for examination. Please direct any inquiries to the undersigned attorney at (515) 233-3865.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

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By their Representatives,

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Date <u>JULY 5, 2001</u>

Barbara J. Clark

Reg. No. 38,107

BJC:CMG:ajk

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Assistant Commissioner for Patents, Washington, D.C. 20231,

(Date of Deposit)

Andrew J. Kad

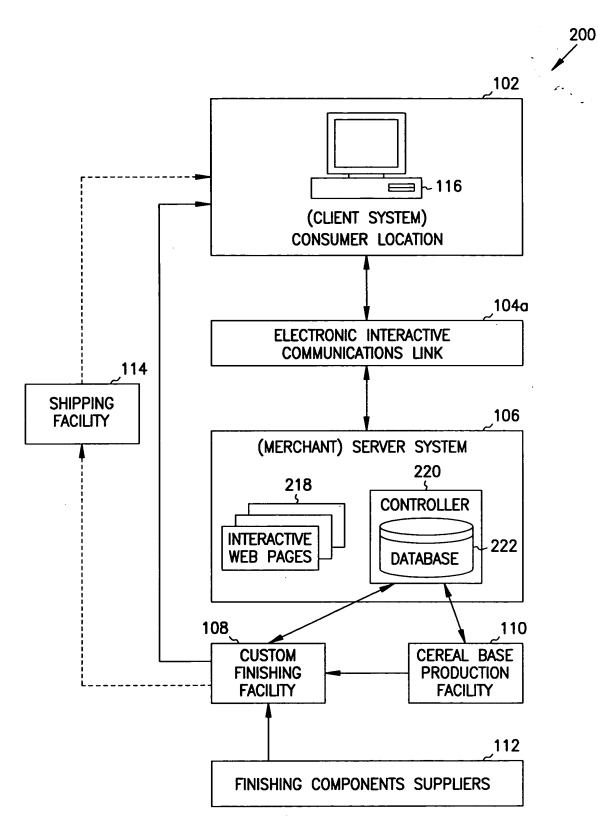


FIG. 2A

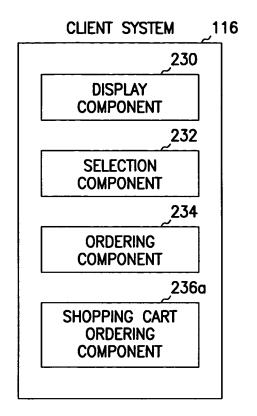


FIG. 2B

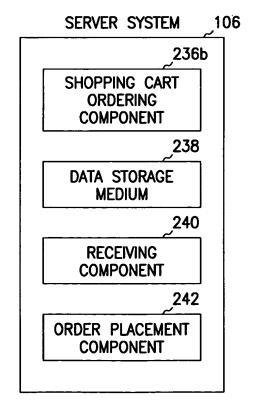
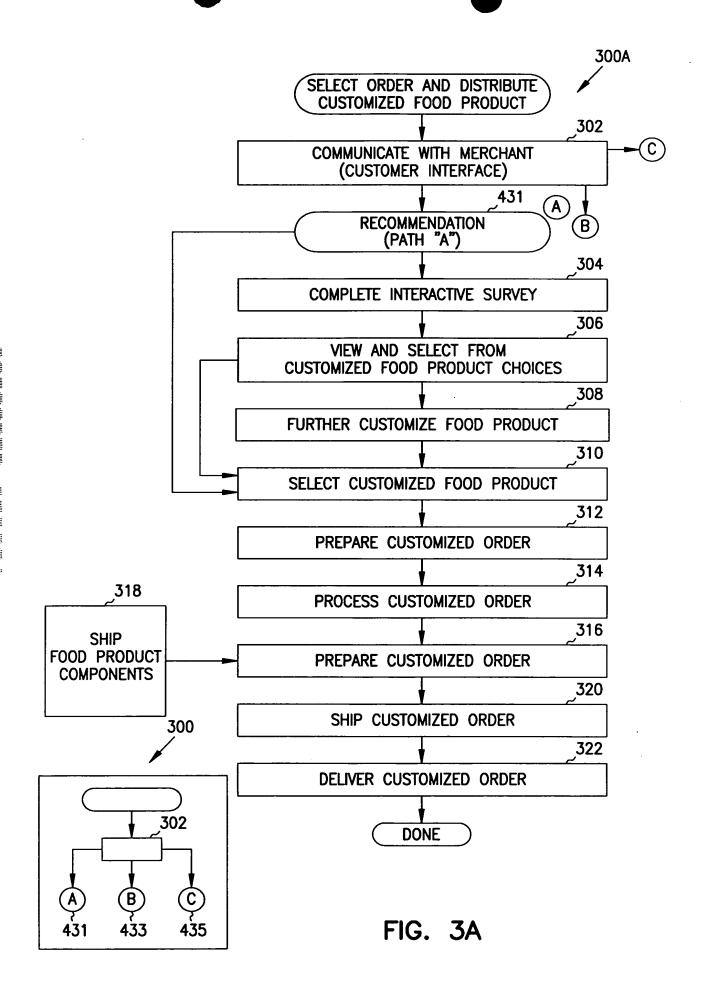


FIG. 2C



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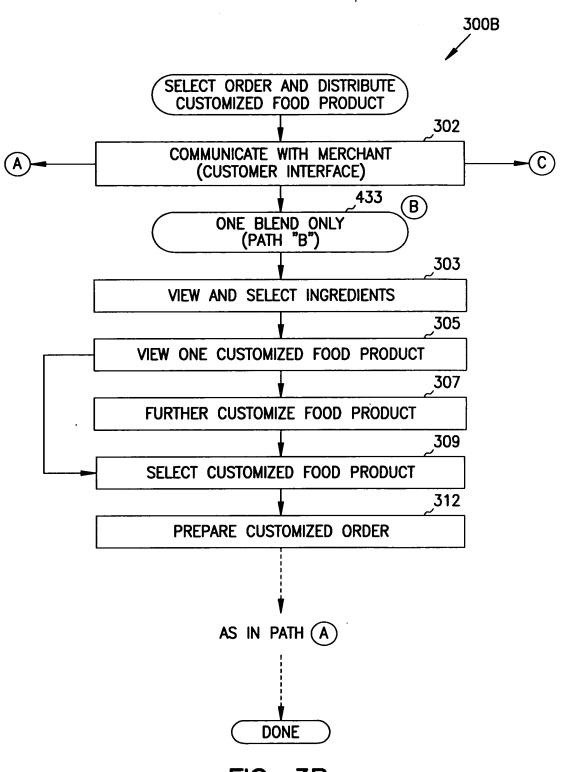
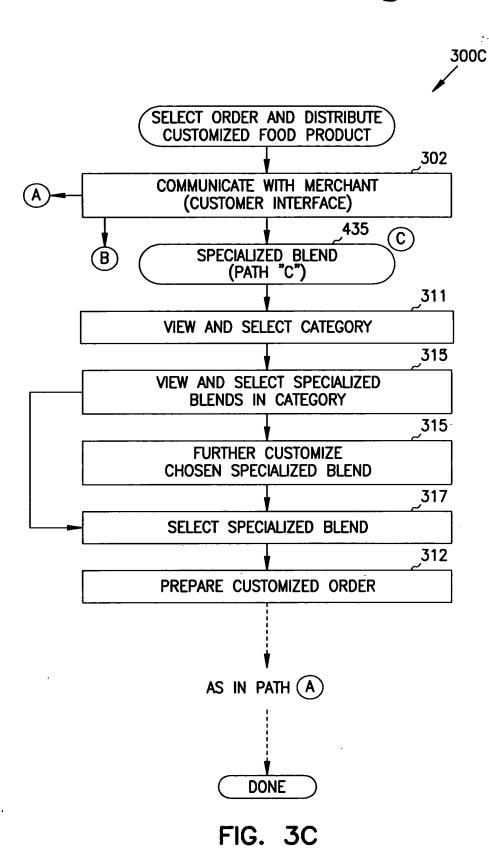


FIG. 3B



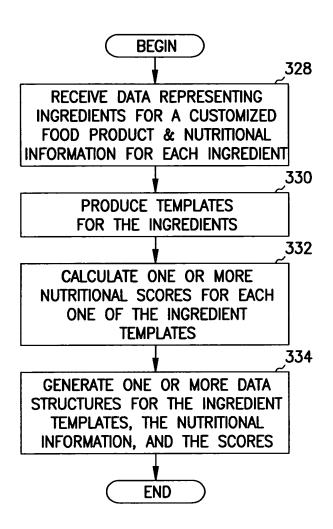


FIG. 3D

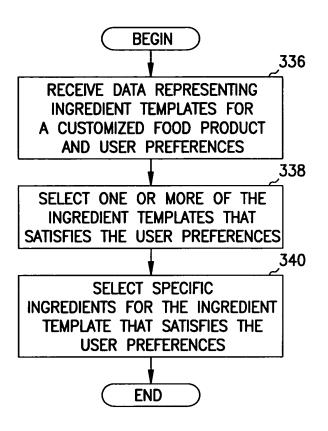


FIG. 3E

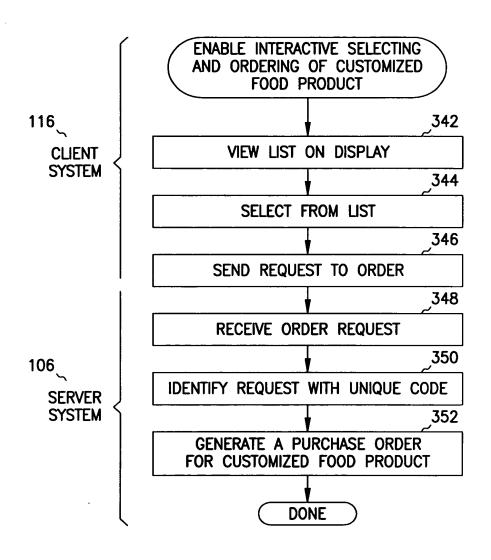
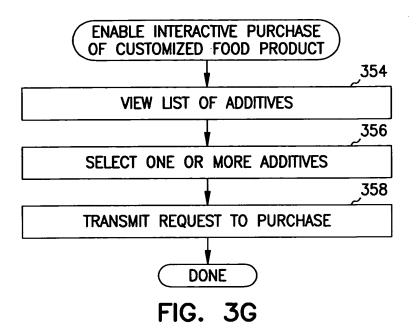
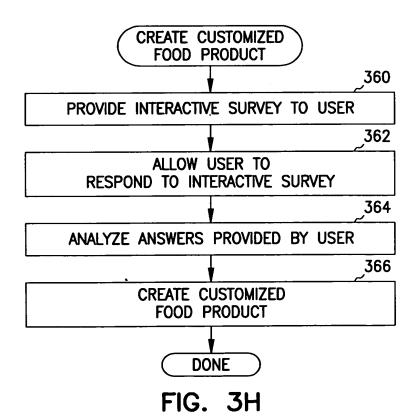


FIG. 3F





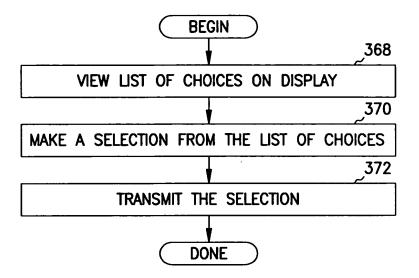


FIG. 31

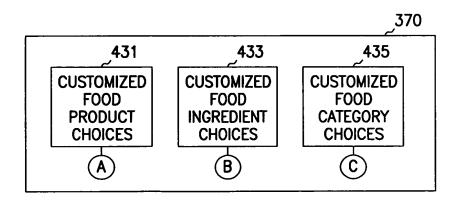
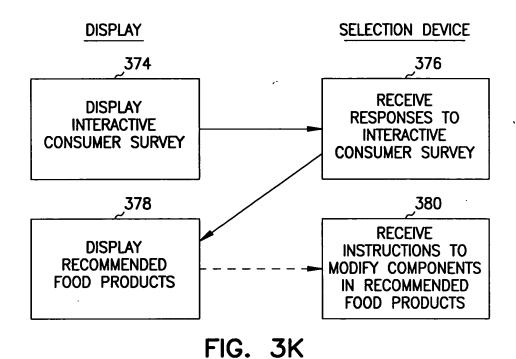
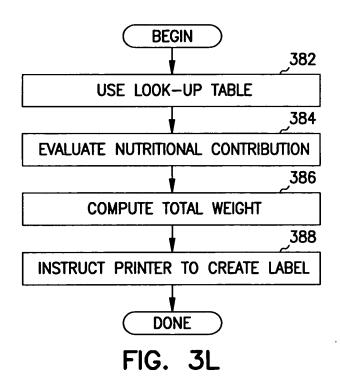
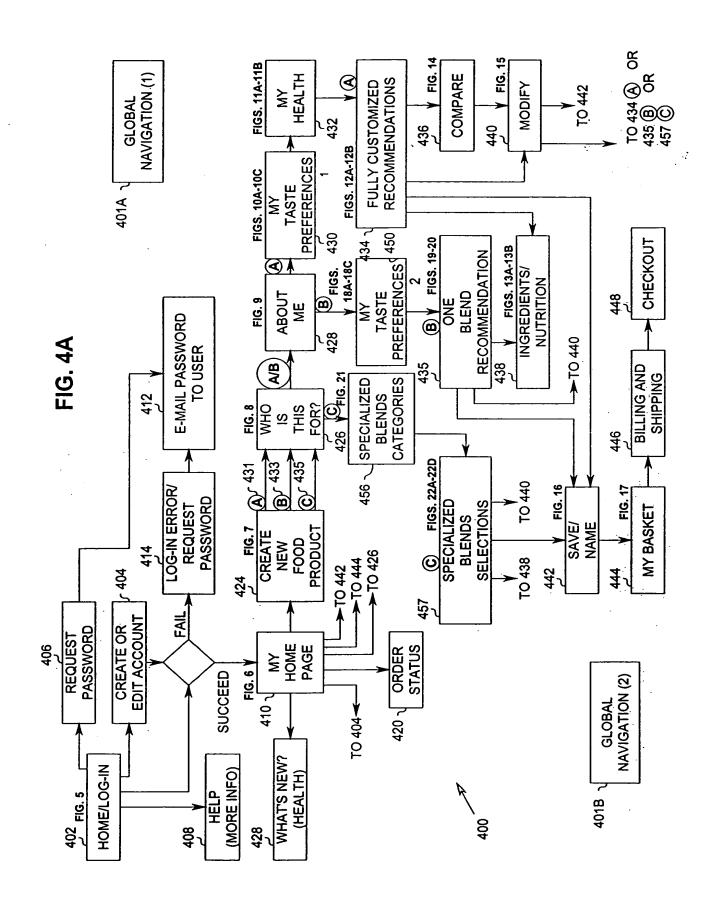
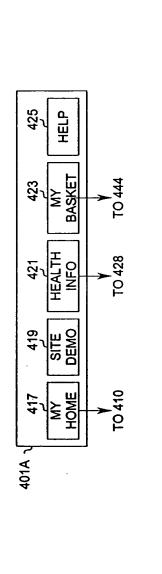


FIG. 3J









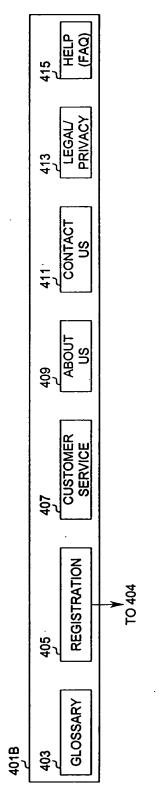


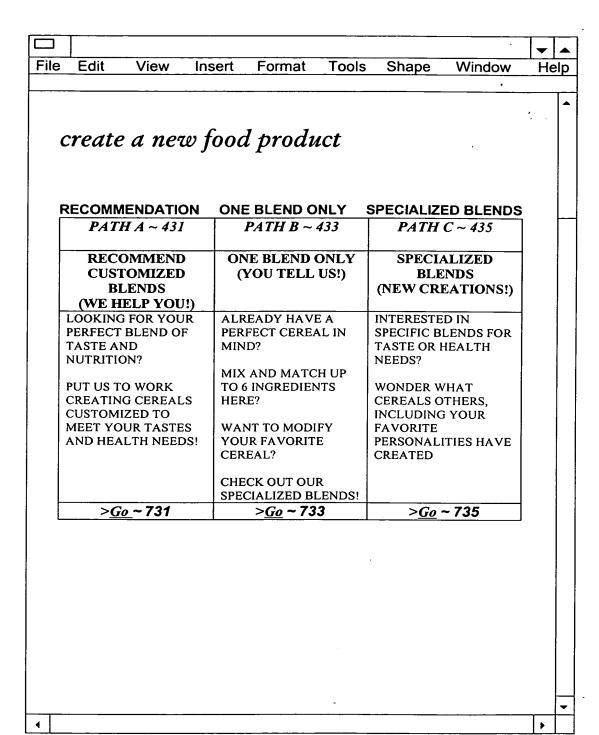
FIG. 4B

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| | 9 | | | AVE FOODS OID? SELE | | | | | DULD | | |
| | | | | food allergies overse reactions | | j | | Eggs | | | |
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| | | | Pe | anuts | | į | | Wheat | | | |
| | | | | ner Nuts* | | į | | Dairy produc | | | |
| | *Or | ne or more | of the followi | ng: Almonds, P | ecans, \ | Walnut | s, Hazelnuts | , Macadamia | nuts | | |
| | 90 | 9 ~ SE | ELECT YO | UR PREFERI | ENCE | FOR S | SERVING | SIZE: | | | |
| | O | About About | (for small ap t 1 cup t 1 3/4 ounce: 80 calories | | O | 1 -1 ² Abou | um (for mod 1/2 cups t 2 ounces 250 calories | erate appetites | s) | | |
| | O | 1 1/2 About | (for hearty a -1 7/8 cups 3 ounces 20 calories | ppetites) | 0 | 1 7/8 Over | Large (for c - 2 1/4 cups 3 ounces 100 calories | ereal lovers!) | | | |
| | 91 | 1 ~ AF | RE YOU O | N A SPECIAI | L DIET | ? SE | LECT ALI | . THAT API | PLY: | | |
| | 0 | | ecial diet | | O | Diabe | | | 21. | | |
| | 0 | Veget | arian | | O | Low | cholesterol, I | ow fat | | | |
| | 0 | Low s | odium | | O | Athle | te-in-training | (high carbohy | rdrate) | | |
| | 0 | Weigh | it Watchers® | /Jenny Craig® | Ο. | Atkins | s® | | | | |
| | 91 | 3∼ SE | T FCT VOI | JR PREFERR | ED DA | CKA | GING FO | DM. | | | |
| | 0 | Bowl | 2201 100 | JK I KEPERT | | ICKA | | MIVI. | | | |
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| | Ci | CKEA | L FLAKES (CH | OUSE AS | MAN | YASY | OU LIKE) | ~ 1002 | | | |
| | | j | Bran Flakes | | <u>s</u> | oy Flakes | | | | | |
| | | j | Cocoa Com Flakes | | <u>Fr</u> | osted Co | m Flakes | | | | |
| | |) | Com Flakes | | <u>S</u> 1 | weetened | Soy Flakes | | | | |
| | | Ī | Multi-Grain Flakes | | <u>Fr</u> | osted Wh | eat Flakes | | | | |
| | | j | Oatmeal Flakes | | w | hole Graii | n Wheat Flak | <u>es</u> | | | |
| | | | | | | | | | | | |
| | | CER | EAL PUFFS AN | D RINGS (| СНО | OSE AS | MANY AS | S YOU LIKE |) ~ 1004 | | |
| | | _ | | | _ | | | | | | |
| | | | Apple Cinnamon (| | | <u>Multi-Gr</u> | rain Rings | | | | |
| | | | Fruit Flavored Cor | n Puffs | | Oat and | Soy Rings | | | | |
| | | | Fruit Flavored Cor | n Rings | | Oat Rin | <u>gs</u> | | | | |
| | | | Fruit Flavored Ric | e Puffs | | Peanut | Butter & Coc | oa Corn Puffs | | | |
| | | | Cinnamon Com S | tars | | Rice Pu | <u>ffs</u> | | | | |
| | | | Cocoa Com Puffs | | | Sweeter | ned Com Put | <u>ffs</u> | | | |
| | | | Cocoa Rice Puffs | | | Sweeter | ned Oat Puff | <u>s</u> | | | |
| | | | Corn Puffs | | | Frosted | Oat Rings | | | | |
| | | | Honey Nut Oat Rin | <u>ngs</u> | | Sweeter | ned Oat & So | y Rings | | | |
| | | | Maple Flavored Co | orn Puffs | | Sweeter | ned Wheat P | <u>uffs</u> | | | |
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FIG. 10A

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| | | Toasted Cinnamo | | | | Multi | i-Grain Granol | <u>a</u> | | |
| | | Cinnamon Graha | m Squares | - | | Multi | -Grain Muesti | | | |
| | <u> </u> | Corn Squares | | | Ε. | Rice | Squares | | | |
| | | High Fiber Bran S | Shreds | | | Whe | at Biscuits | | | |
| | | Honey Nut Multi-C | Grain Square | <u>es</u> | | Whe | at Nuggets | | | |
| | | Honey Graham S | <u>quares</u> | | | Whea | at Squares | | | |
| | | Multi-Bran Square | <u>s</u> | | | | | | | |
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| | | Raisin Apple Pru | ne Bits | · | - шооррко | <u> </u> | | | | |
| | П | Banana Bits | | | Raisin Da | te Rite | | | | |
| | | Cherry Bits | | П | Raisins | to Dito | | | | |
| | | Cinnamon Apple | Slices | | Raspbern | / Bits | | | | |
| | | Coconut Bits | . <u></u> | | Strawbern | | | | | |
| | | Cranberry Bits | | | Sweetene | | Bits | | | |
| | | Golden Raisins | | _ | Toasted C | | _ | | | |
| | | Mango Bits | | | Whole Blu | - | | | | |
| | | Peach Bits | | _ | Whole Che | | _ | | | |
| | Г | Whole Cranberrie | ıs | | | | | | | |
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FIG. 10B

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| | | | | | |
| | <u> </u> | Almond Coated Raisins | Chopped Walnuts | | |
| | | Almond Slices | Dried Fruit and Nut Blend | | |
| | | Chopped Hazelnuts | Sugar Coated Sliced Almonds | | |
| | | Chopped Pecans | Honey Roasted Soy Nuts | | |
| | | Chopped Roasted Macadamia Nuts | Roasted Soy Nuts | | |
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| | CLL | STERS/ADD-INS (CHOOSE AS MAN | NY AS YOU LIKE) ~ 1012 | | |
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| | | Banana Nut Clusters | Sweetened Nut Clusters | | |
| | | Maple Nut Clusters | | | |
| | | Chocolate Flavored Marshmallow Bits | | | |
| | | Dinosaur Shaped Rice Puffs | Marshmallow Bits | | 1 |
| | | Oat Clusters | | | |
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FIG. 10C

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| | | Colon cancer | | | | Energy | | | | |
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| | | <u>Diabetes</u> | | | | Pregnant of | or nursing | | | |
| | | High blood pres | ssure | | | Menopaus | <u>se</u> | | | |
| | | High blood cho | <u>lesterol</u> | | | Digestive | problems | | | |
| | | Heart disease | or coronary arte | ery disease | | Frequent of | colds or influen | <u>za</u> | | |
| | | <u>Arthritis</u> | | | | Migraine I | <u>leadaches</u> | | | |
| | | Weight loss/we | ight managem | <u>ent</u> | | Memory L | <u>oss</u> | | | |
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| | | Electrolyte Los: training, etc.) | s (diarrhea, ath | letic | | None of th | e above | | | |
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| | | Other (spec | ify) | | | | | | | |
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| | | Mult Clus | i-Grain iters | Granola, D | ried Cherry Bi | ts, Enriched | Oat Clusters | with Iron, Oat | | |
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| | | Nutr | ition Hig | ghlights ~1 | 1205 | | | | | |
| | | 10 | min E 00 % Value | Vitamin C 100 % Daily Value | Calcium 50 % Daily Value | Fiber 10 g | Folic Acid 70 % Daily Value | 0 g | | |
| | | 9 | ve Thi Cereal | | <u>Detaile</u> Ingredients/N Panel | | Modify Cereal | Pricing | | |
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| | | Nutr | ition Hig | hlights | | | | | | |
| | | 10 | min E 0 % Value | Vitamin C 100 % Daily Value | Calcium 70 % Daily Value | Fiber 6 g | Folic Acid 100 % Daily Value | 0 g | N 7 14 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | |
| | | . 9 | ve Thi Cereal add add 1 | _ т | <u>Detaile</u> ingredients/N | | <u>Modify</u> <u>Cereal</u> | Pricing | | <u>.</u> |
| • | | | | * | | | # 1 7,74, 70, 7 | gan in the gan in the same | <u> </u> | _ |

f 434A

FIG. 12A

| | | | | | | | | - | |
|------|-------------------------|--|--|---|---------------|-----------------------------------|--------------------|---|----------|
| File | Edit | View | Insert | Format | Tools | Shàpe | Window | Н | elp |
| | DECO | 3.43.4TC | | ON PAT | r'r « A) | | <u>::</u> | | _ |
| | | | _ | _ | | . | | | _ |
| 1 | recom | meno | dation | es (cont | inuea | <i>t)</i> | | | |
| | | | | | | | | | |
| | CUSTO | M BLEND | THREE | ~1206 | | | | | |
| | Nut Clu | | m Squares, opped Haze | | | | | | |
| | Contain | | h food aller , DAIRY, Al edients | | | | | | |
| | | | | N | utrition Hig | hlights | | | |
| | Vitam 6 ° Daily ° | % | /itamin C 10 % aily Value | Calcium 15 % Daily Value | Fiber 3 g | Folic Acid 30 % Daily Value | Soy Protein 0 g | | |
| | (and | ve This Cereal d add to Basket) | <u>Ing</u> | <u>Detailed</u> redients/Nut <u>Panel</u> | <u>rition</u> | <u>Modify</u> <u>Cereal</u> | Pricing | | |
| | | | may contair lend you se | | oncerned, p | olease click o | n "Complete | | |
| | 1236 ~ | | > Compar | e Cereals' Ni | utrition | | | | |
| | 1234 ~ | | > See Mon | re Choices | | | | | |
| | 1210 ~ | | > Start Ove | <u>er</u> | | | | | |
| | (Selecting | g "Start Ov | er" will take | you back to " | Create New | Food Product | " page (410) | | |
| | | | | | | | | ŀ | <u>.</u> |
| 4 | | | | | | | | 1 | |

434B

FIG. 12B

| | | | | | | | | - | • |
|------|------|------|--------|--------|-------|-------|----------|----|-----|
| File | Edit | View | Insert | Format | Tools | Shape | Window | He | ₃lp |
| | | | | | | | <i>;</i> | | |

RECOMMENDATION PATH "A" ONE BLEND ONLY PATH "B" or SPECIALIZED BLEND PATH "C"

ingredients/nutrition

CUSTOM BLEND ##:

~1302

Multi-Grain Flakes, Honey Nut Clusters, Dried Fruit and Nut Blend, Chopped Pecans (See complete ingredient listing below Nutrition Facts panel)

| Nutrition | | ts | |
|---|--|--|--|
| Serving Size Servings Per | 1 (51g) Containe | or: 1 | |
| | | | with 1/2 cup |
| Amount Per Se | ervina | Cereal 210 | skim milk 240 |
| Calories from F | at | 50 | 50 |
| | | | Daily Value" |
| Total Fat 5g* | | 8% | 8% |
| Saturated Fat (| 0.5g | 3% | 3% |
| Polyunsaturate | d Fat 1g | | |
| Monounsaturat | ed Fet 3.5 | 9 | |
| Cholesterol On | ng | 0% | 1% |
| Sodium 260mg | | 11% | 13% |
| Potassium 125 | ing | 4% | 8% |
| Total Carbohydrate | 38g | 13% | 14% |
| Dietary Fiber 3 | g | 13% | 13% |
| Sugars 18g | | | |
| Other Carbohy | drates 17g | | |
| Protein 3g | | | |
| Vitamin A | | 20% | 25% |
| Vitamin C | | 50% | 60% |
| Calcium | | 45% | 60% |
| tron | | 70% | 70% |
| Vitamin D | | 25% | 35% |
| Vitamin E | | 60% | 60% |
| Thiemin | | 80% | 80% |
| Riboflavin | | 80% | 90% |
| Niecin | | 80% | 80% |
| Vitemin B6 | | 80% | 80% |
| Folic Acid | | 70% | 70% |
| Vitamin B12 | | 80% | 80% |
| Biotin | | 50% | 50% |
| Pantothenic Acid | 1 | 50% | 60% |
| Phosphorous | | 6% | 15% |
| Magnesium | | 30% | 30% |
| Zinc | | 80% | 80% |
| Copper | | 25% | 25% |
| "Arnount in Cereal provides 6g fat, 290mg potassium and 6g protein." "Percent Daily Values your oalloy values your oallore need | Omg cholest n, 43g carbo llues are bas s may be hi ls: | terol, 310mg so hydrate (23g s sed on a 2,000 gher or lower d | odium :ugzrs) ozlorie diet, epending on |
| Total Fat | Calories: Less than | | 2.600 80g |
| Sat Fat | Less than | | 25g |
| Cholesterol | Less than | n 300g | 300mg |
| Sodium Potassium | Less than | | |
| Potassium Total Carbohydrate | | 3,500mg 300g | 3,600mg 376g |
| Dietary Fiber | | 25a | 30a |
| *** Diabetio Exchan | ge | 2.5 Star | |
| ""Based on Americ Dietetic Associa | oan Dietetio tion ofterla. | Association ar | nd American |

~1304

438A

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|------|------|------|--------|--------|-------|-------|-------------|
| File | Edit | View | Insert | Format | Tools | Shape | Window Help |
| | | | | | | | |

RECOMMENDATION PATH "A" ONE BLEND ONLY PATH "B" or SPECIALIZED BLEND PATH "C" ingredients/nutrition (continued)

INGREDIENT LIST

~1306

Multi-Grain Flakes: CORN MEAL, WHEAT BRAN WITH OTHER PARTS OF WHEAT, WHOLE GRAIN BARLEY, WHOLE GRAIN ROLLED OATS, BROWN SUGAR, RICE, SUGAR, SALT, TRICALCIUM PHOSPHATE, CORN SYRUP, WHEAT STARCH, MALT SYRUP, DRIED HIGH MALTOSE CORN SYRUP, TRISODIUM PHOSPHATE, CALCIUM CARBONATE, ZINC AND IRON (MINERAL NUTRIENTS), A B VITAMIN (NIACINAMIDE), VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B2 (RIBOFLAVIN). VITAMIN BI (THIAMIN MONONITRATE), VITAMIN A (PALMITATE). A B VITAMIN (FOLIC ACID), ARTIFICIAL FLAVOR, ANNATTO EXTRACT COLOR, VITAMIN B 12, VITAMIN D, SOY FLOUR. FRESHNESS PRESERVED BY BHT. Honey Nut Clusters: SUGAR. ALMONDS, CRISP RICE (RICE FLOUR, SUGAR, MALT AND SALT). BROWN SUGAR SYRUP, WHOLE WHEAT, HONEY, CORN SYRUP. CORN STARCH, CORN MEAL, SALT, MALTODEXTRIN, BAKING SODA, TRISODIUM PHOSPHATE, ARTIFICIAL FLAVOR, CARAMEL AND ANNATTO EXTRACT COLOR. FRESHNESS PRESERVED BY BHT. Dried Fruit and Nut Blend: RAISINS, ALMONDS, SUGAR. WALNUT PIECES, CRANBERRIES, GLYCERIN, DRIED APPLES, PRUNES, PARTIALLY HYDROGENATED SOYBEAN OIL. CORN SYRUP SOLIDS, SORBITOL, DEXTROSE, RICE FLOUR, NONFAT MILK, MODIFIED CORN STARCH, CULTURED NONFAT MILK SOLIDS. COLOR AND FRESHNESS PRESERVED BY SODIUM SULFITE AND BHT. Chopped Pecans: PECAN PIECES.

1438B

| Cerving Size 1 (58g) | | | | | | | | |
|--|-------------------|-------------------|--|--|---------------------------|---|-----------------------------------|---------------|
| Servings Per Container: | er: 1 | | Serving Size 1 (51g) Servings Per Container: 1 | er: 1 | | | ts | |
| | | with | | | with | Servings Per Container: | r 1 | |
| Amount Per Serving | Coroni 260 | ektm milk | Amount Per Serving | Cereal | akin milk | | | with 1.2 City |
| Calories from Fat | 100 | 100 | Calories from Fat | 50 | SS SS | Amount Per Servina | Cerent | akim milk |
| | 0% | "Oally Value" | | ₽Q% | "Dally Value" | Calorios | 220 | 280 |
| Total Fat 11g" | 16% | 17% | Total Fat Sg* | %8 | %8 | Calories from Fat | 80 | 9 |
| Seturated Fat 2a | 366 | *** | Saturated Fat 0.5g | 3% | %R | | 0% | "Daily Value" |
| Polyunantureted Fet 1 5a | | | Polyunseturated Fat 1g | | | Total Fat 6g* | 9.0 | 10% |
| Monounseturated Fet 60 | | | Monounsaturated Fat 3.5g | 85 | | Saturated Fat 0.5g | 3% | 4.4 |
| Cholostoroloma | 300 | | Cholesterol Ong | %0 | 1% | Polyunsaturated Fat 1.5g | | |
| Sodiem 270mg | | 1% | Sociium 280mg | 11% | 13% | Monounsaturated Fat 3g | | |
| Doctor of Comp | %LL | 13% | Potassium 125mg | 4% | *8 | Cholesterol Omg | %.O | ** |
| Total | *** | %6 | Total | | | Sodium 250mg | 100. | 12% |
| Carbohydrate 39g | 13% | 15% | Carbohydrate 38g | 13% | 14% | Potassium 150mg | 4% | %6 |
| Dietary Fiber 3g | 11% | *** | Dietary Fiber 3g | 13% | 13% | Total | | |
| Sugars 17a | | | Sugers 18g | | | Carbohydrate 39g | 13% | 16% |
| Other Carbohydrates 180 | | | Other Carbohydrates 17g | B | | Oletary Fiber 3g | 12% | 12% |
| Protein Sa | | | Protein 3g | | | Sugars 15g | | |
| \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ | | | Vitamin A | 20% | 25% | Other Carbohydrates 219 | | |
| | 80 | 15% | Vitamin C | 50% | 80% | Protein 4g | | |
| | 2 | 10% | Calcium | 45% | 9609 | Vitamin A | %0 | 10% |
| Calcium | 15% | 30% | Iron | 70% | 20% | Vitamin C | % 0 | 80 |
| Iron | 35% | 35% | Vitamin D | 25% | 35% | Celcium | 3000 | 200 |
| Viternin D | 10% | 20% | Vitamin E | 80% | 9609 | ron | 25% | 8 340 |
| Viterain E | 8% | 8% | Thiamin | 80% | 80% | | 800 | K 07 |
| Thiamin | 35% | 35% | Riboflavin | 80% | %08 | Thiemin | 25% | 8 8 |
| Riboflevin | 35% | 40% | Niacin | 80% | %08 | Riboffevin | 3000 | 8 8 |
| Nigcin | 35% | 35% | Vitamin 88 | %09 | 80% | CICEIN | 2000 | 8 8 |
| Vitamin BB | 30% | 30% | Folio Acid | 70% | 70% | 00 000 | 8.07 | 207 |
| Folic Acid | 30% | 30% | Vitamin B12 | 80% | %08 | DO INCOME | ×0.7 | 20% |
| Vitamin 812 | 30% | 35% | Blotin | 20% | 80% | Tolic Acid | %0X | 20% |
| Phosphorous | 10% | 20% | Pantothenio Acid | 20% | %09 80% | Vilginia O12 | ×20.% | 25% |
| Magnesium | 15% | 15% | Phosphorous | 8% | 15% | Prosphorous | 20% | 30% |
| Zinc | 30% | 35% | Magneslum | 30% | 30% | Magnesium | 88 | 10% |
| Copper | * | 200 | Zinc | %08· | 960% | Zinc | 25% | 25% |
| "Amount in Cereal, Aserving of geneal | of cereal plus | | Copper | 25% | | Copper | 4% | 4% |
| provides 11g fat, 0mg cholesterol, 320mg sodium | sterol. 320mg s | odlum | "Amount In Cereal. A serving of cereal plus skim milk | of cereal plus st | | mAmount in Cereal, A serving of cereal plus skim milk provides to the Onco cholescent 200mm - 110mm | of cereal plus s | kin niik |
| and 8g protein. | onydrate (22g si | (SURO) | 200mg potassium, 43g oarbohydrate (23g sugars) | terol. 310mg sodi ohydrate (23g suc | E STATE | 320mg potassium, 44g carbohydrate (20g sugars) | ydrate (200 su | (Sue) |
| Percent Dally Values are based on a | sed on # 2.000 | .000 calone diet. | and 6g protein. | | | and 6g protein. | | · • |
| Your cally values may be higher or lower depending on your calone needs: | igher or lower de | pending on | Your delity values are based on a 7,000 objoine dier. | sed on a 2,000 or ligher or lower dep | alorie diet. ending on | Your daily values may be higher or lower depending on | har or lower de | pending on |
| | | 2,600 | Your original space aroles rook | | | Your oalone needs: | | 000 |
| Nat Fat Less than | | | Total Fat Less than | 0000 | 2.000 | Total Fat Less than | 090 | 000 |
| Cholesterol | | 500 | | | 260 | | 200 | . 260 |
| | 2.400ma | | <u>ē</u> | | 300mg | Cholesterol Less than | | 300mg |
| Potassica | | | Sodium Less than | n 2,400mg | 2.400mg | | | 2,400mg |
| Total Carbohydrates | 3000 | | Total Carbobydrates | 3.600mg | 3.500mg | Total Carbonication | 3.500mg | 3.600mg |
| Distance Fiber | | 1 | Distany Fiber | 260 | 300 | Distance Fiber | 260 | 900 |
| Ciaberio Exonange | 2.6 Starch | 2 Fat | *** Diabetic Exchange | 2.6 Starch | F. | """ Diaberio Exchange | 2.5 Stamb | Ì |
| """ Based on American Disterio Associari Disterio Association ortenia | Association an | on and American | *** Based on American Distratio Association and American | Association and | American | - | Dieterio Association and American | American |
| | | | Dietetio Association ortana | | | Distantia Garage Limited | | |

compare RECOMMENDATION PATH "A" or SPECIALIZED BLENDS PATH "C"
FIG. 14

| | | | | | | | • • • | — |
|------|---------------------------------------|---------------------------------|--------------------|------------------|---------------|--------------------------------|----------|----------|
| File | Edit | View | Insert | Format | Tools | Shape | Window | Help |
| | · · · · · · · · · · · · · · · · · · · | | | | | | | |
| | PATHS | S "A", "B | ?" or "C" | • | | | | |
| | modij | fy | | | | | • | |
| | | NTS ~12(n Granola, I | | y Bits, Enric | hed Oat Cl | usters with I | ron, Oat | |
| | Consumers | with food | allergies: N | lo allergens | found. | ~1203 | | |
| | CURRENT | ADD-INS: | ~ 150 | 3 | | | | |
| | | and Nut Ble | nd | | | | | |
| | Chopped Pe Sweetened N | ecans Nut Clusters | | | | | | ĺ |
| 1 | 1505 ~ | | Remove Ad | ld-Ins | | | | |
| | | | 1000000 | <u> </u> | | | | |
| | Almond-Co Banana Nut Chopped H | | | 07 | | | | |
| | 1509 ~ | | <u>4dd</u> | | | | | 1 |
| | | ckaging UR FOOD | | the product | package, e. | ~ 1513 .g., "Jimmy's | Cereal") | |
| , | | | , 11 | • | | | , | |
| | 1542 ~ | > 5 | Save for La | <u>ter</u> | | | | |
| | 1544 ~ | > <u>/</u> | Add to Basi | <u>ket</u> | , | | | |
| | 1510 ~ | > <u>I</u> | My Home I | Page | | | | |
| | 1538 ~ | > <u>(</u> | Complete N | <u>utrition</u> | | | | - |
| | 1546 ~ | > <u>c</u> | Cereal Pricin | <u>ng</u> | | | | |
| | 1534 ~ | > <u>I</u> | <u>Return to R</u> | <u>ecommenda</u> | <u>itions</u> | | | |
| | | | | | | | | <u> </u> |
| 4 | | | | | | | | 1, |
| | | | | | | | | <u> </u> |

f 440

FIG. 15

| | | _ | | | | | | V |
|------|-------|---------------------------|-----------|-------------|-------------|-------------------------|----------|----------|
| File | Edit | View | Insert | Format | Tools | Shape | Window | Help |
| | | | | | | | | _ |
| | PATH. | S "A", "E | 3" or "C" | • | | | | |
| ļ | save | and n | ame fo | ood pro | duct | ~ 1602 | | |
| | | | , | 1 | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | <u> </u> | | | | |
| | | OUR FOOD e will alread | | the product | package, e. | ~ 1513 .g., "Jimmy's | Cereal") | |
| | | | | | - | | , | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
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| | | | | | | | | |
| | | | | | | | | |
| | | > <u>Save for</u> | Later | | | | | |
| | | > Add to B | | | | | | |
| | | | | | | | | ▼ |
| • | | | | | | | | • |

/ 442

| |) | | | | | | | — | |
|-----|---|------------|------------------------------------|---------------------|----------------|--|-------------|----------|----------|
| Fil | e Edit | View | Insert | Format | Tools | Shape | Window | He | qle |
| | PATHS | "A", "I | B" or "C" | | | | | | • |
| | my bo | asket | | | | | | | |
| | YOUR ORI | DER | ~ 1702 | | | | | | |
| | CEREAL DESCRIPT | | ACKAGING TYPE | QUA | NTITY | EACH | TOTAL | | į |
| | Rocky Road (1.5 cup serv | | Bowl | 7 ser | vings | \$1.09 | \$7.63 | | |
| | | | <u>Larger</u> ~ 17 \$0.25 Extra | 704 | | Subtotal Shipping Total | | | |
| | YOUR ADI Billing Addr Shipping Ad | ess: | FORMATION | ~ 170 | 6 | | | | |
| | PAYMENT Saved Credit Use a Differ | : Card | ATION Card >> <u>(EN</u> | ~ 1708 TTER INFO | <u>RMATION</u> | I HERE) | | | |
| | Review Pri | vacy Polic | - 17 | 710 | | | | i | |
| | >Submit O | , | | ~ 1712 ~ 1711 | | | | | |
| • | | | | | | ······································ | | • | - |

T 444 FIG. 17

| | 1 | | | | | | | , | | - | | |
|----------------|----------|-----------------|--------------|--------------|-------------|-----------------|---------------|----------------|----------------|----------|-----|---|
| Fil | е | Edit | View | Inse | rt | Format | Tools | Shape | Window | Н | elp | |
| | m | iy tas | te pref | erence | '\$2 | ONE B | LEND (| ONLY P | ATH "B" | | | |
| | C.T. | DECIAI | INSTRU | CTION | JC. | | | ~1802 | ٠ | | | |
| | | | | | | end Only | | now create | vour own | | | |
| | | | o importar | | | | , , | | J 0 44 0 11 11 | | | |
| | 1) | You may | y choose u | ip to 3 c | ereal | forms and | l 3 add-ins | | | | | |
| | 2) | Certain o | combinați | ons of ir | ngredi | ents can g | et soggy. S | o, in the list | t below, | | | |
| | • | | | • | | | | DIENTS IN | BOLD | | | |
| 1 | | | LAKES - | | | ower case | go with an | lything. | | | | |
| | | | Flakes | 7004 | | Soy Flakes | <u> </u> | | | | | |
| | | <u>Coco</u> | a Corn Flak | <u>es</u> | | Frosted Co | m Flakes | | | | ľ | |
| | | Com | Flakes | | | Sweetened | Soy Flakes | | | | | |
| | | <u>Multi</u> - | -Grain Flake | <u>s</u> | | Frosted Wi | heat Flakes | | | | | |
| | | <u>Oatm</u> | eal Flakes | | | Whole Gra | in Wheat Flat | <u>(es</u> | | | | |
| | | | | | | | | | | | | |
| | CE | | UFFS AN | | s ~ 1 | | a Dinas | | | | | |
| | | | Cinnamon O | | _ | Multi-Grain | | | | | | |
| | | | lavored Corr | | | Oat and S | | | | | | |
| | | | lavored Corr | | | Oat Rings | | | | | | |
| | | <u>Fruit Fl</u> | lavored Rice | <u>Puffs</u> | | Peanut Bu | itter & Cocoa | Com Puffs | | | | |
| | | Cinnan | non Com St | <u>ars</u> | | Rice Puffs | i | | | | | |
| | | Cocoa | Com Puffs | | | <u>Sweetene</u> | d Com Puffs | | | | | |
| | | Cocoa | Rice Puffs | | | Sweetene | d Oat Puffs | | | | | |
| | | Com P | <u>uffs</u> | | | Frosted O | at Rings | | | | | |
| | | <u>Honey</u> | Nut Oat Rin | gs . | | Sweetene | d Oat & Soy I | <u>Rings</u> | | | | |
| | | Maple . | Flavored Co | m Puffs | | Sweetene | d Wheat Puff | <u>s</u> | | | ' | |
| - T | <u>.</u> | | | | | | : | | | <u> </u> | ╀- | - |
| • | | | | | | | | | | ▶ | İ | |

f 450A

FIG. 18A

| | | | 1_1_ |
|------|-----|---|------|
| File | Edi | t View Insert Format Tools Shape Window | Help |
| | | | |
| | My | taste preferences2 ONE BLEND ONLY PATH "B" | _ |
| | ОТН | IER CEREAL FORMS: ~ 1808 | |
| | | | |
| | | Toasted Cinnamon Multi-Grain Squares Rice Squares | |
| | | Cinnamon Graham Squares Multi-Grain Muesli | |
| | | Com Squares Multi-Grain Granola | 1 |
| | | Wheat Squares Wheat Biscuits | ļ |
| | | Honey Nut Multi-Grain Squares Wheat Nuggets | |
| | | Honey Graham Squares High Fiber Bran Shreds | ĺ |
| | | Multi-Bran Squares | |
| | | | |
| | CLU | STERS/ADD-INS: ~1810 | |
| | | Banana Nut Clusters Sweetened Nut Clusters | |
| | | Maple Nut Clusters | |
| | | Chocolate Flavored Marshmallow Bits | |
| | | Dinosaur Shaped Rice Puffs Marshmallow Bits | |
| | | Oat Clusters | |
| | | |] |
| | | | |
| | | | |
| | | | |
| 1 | | | • |

450B

FIG. 18B

| | | | | | | | | | | , | |
|------|----------|-----------------|--------------|--------------|------------|---------------|--------------|-------------------|-----------------|----|----|
| | | | | | | | | | | - | _ |
| File | | Edit | View | Insert | Forr | | Tools | Shape | Window | He | lp |
| | m | iy tas | te pre | ference | S 2 | ONE I | BLEND | ONLY PA | A <i>TH"B</i> " | | |
| | | | | | | | | | , | | |
| | NI | UTS: ~ 1 | 812 | | | | | | | | |
| | | | | | | | | | | | |
| | _ | | | | _ | | | | | | |
| | | | ND COATE | | | | ped Walnu | _ | | • | |
| | | ALMO | ND SLICES | | | <u>Dried</u> | Fruit and I | Nut Blend | | | |
| | | Choppe | ed Hazelnuts | <u> </u> | | <u>Suga</u> | r Coated S | liced Almonds | | | |
| | | Choppe | ed Pecans | | | <u>Hone</u> | y Roasted | Soy Nuts | | | |
| | | Choppe | ed Roasted | Macadamia Nu | uts 🗌 | Roas | ted Soy Nu | <u>ıts</u> | | | |
| | | | | | | | | | | | |
| | FR | RUITS - Р | LEASE N | ОТЕ ТНАТ | ALL | FRUIT | SELECT | IONS ARE | DRIED OR | | |
| | | | RIED: ~ | | | | | | | | |
| | , | | | | _ | 541011 | DATE DIT | • | | | |
| | | | ANA BITS | | | | DATE BIT | <u>3</u> | | | |
| | | | RRY BITS | | | RAISIN | <u>s</u> | | | | |
| | | RAIS | IN APPLE F | PRUNE BITS | | Apple S | lices | | | | |
| | | <u>coc</u> | ONUT BITS | | | <u>Cinnam</u> | on Apple S | <u>Slices</u> | | | |
| | | CRA | NBERRY BI | <u>TS</u> | | Raspbe | rry Bits | | | | |
| | | GOL | DEN RAISIN | <u> 1S</u> | | Toasted | l Coconut E | <u>Bits</u> | | | |
| | | <u>wно</u> | LE BLUEBI | ERRIES | | Mango | <u>Bits</u> | | | | |
| | | <u>wно</u> | LE CHERR | <u>IES</u> | | Peach [| <u> Bits</u> | | | | |
| | | SWE | ETENED DA | ATE BITS | | Pineapp | ole Bits | | | | |
| | | <u>wно</u> | LE CRANB | ERRIES | | Strawbe | erry Bits | | | | |
| | | | | | | | | | | | |
| | | | | | | | | <u>REAL!!</u> ~ 1 | 1811 | | |
| | (H | low abou | ut Honey | Nut Cheer | ios® ' | with cr | anberrie | es!) | | | _ |
| -∢ | | | | | | | | | | • | |

f 450C

FIG. 18C

| File | Edit | View | Insert | Format | Tools | Shape | Window | Не | elp |
|------|-----------------------------------|----------------------------------|-------------------------|----------------------------------|--------------------------|------------------------------------|--------------------|----------|-----|
| | ONE BLE | | | | | | | <u>.</u> | • |
| ı | YOUR CUS | STOM BLE | ND ~1 | 904 | | | | | |
| | Cinnamon Consumers | Graham So with food | quares, O allergies: | at Clusters, Contains V | Enriched O VHEAT, DAI | at Clusters RY ingredic | ents. | | |
| | Nutrition H | ighlights | | | | | | | |
| | Vitamin E 100 % Daily Value | Vitamin (100 % Daily Valu | 70 | cium) % Value | 6 g | Folic Acid 100 % Daily Value | Soy Protein 0 g | | |
| | Save The Cerea (and add My Bask | <u>l</u> to | Ingredie | etailed ents/Nutriti Panel | <u>on</u> | | Pricing | | |
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| Cereals (Choose 1, 2, or 3) | | | Vitamins & Minerals (Choose 1) |
|-----------------------------|--|--|--|
| Cheerios® | • Fiber 1® | Lucky Charms® | Standard vitamins & minerals |
| Com Chex® | Sugar Frosted Corn | Raisin Bran® | Personalized blend* |
| Rice Chex® | Flakes® | Crispy Rice® | |
| Wheat Chex® | Granola® | Shredded Wheat® | Other Nutrients (0, 1, or 2) |
| Cinnamon Toast® | Honey Nut Cheerios® | Total® | |
| Cocoa Puffs® | Honey Nut Chex® | Trix® | Fiber (bran) clusters |
| Com Flakes® | Golden Grahams® Kiv® | Wheaties® | Soy protein clusters |
| Nuts (Choose 0, 1, or 2) | Fruits (Choose 0, 1, or 2) | Sweet Stuff (Choose 0, 1, or 2) | |
| Almonds | Apple chunks | Chocolate chunks (dark) | Current Price |
| Hazelnuts | Apricots | Chocolate chunks (milk) | |
| Honey nut clusters | Bananas | Chocolate chunks (white) | \$1.00 |
| Macadamia nuts | Bluebernies | Chocolate & peanut | |
| Pecans | Sweet cranberries | butter | Per Single-Serve Bowl |
| Peanuts | • Dates | Chocolate coated peanuts | Ş |
| Raisin nuts | Peaches | Chocolate coated raisins | Clear |
| Walnuts | Raspberries | Coconut (shredded) | |
| | Raisins | Malted milk balls | Cuck nere to save this |
| | Golden Raisins | Marshmallow bits | combination |
| | Strawberries | Yogurt chips - vanilla | Click hore to create another |
| | Tropical (pineapple, | Yogurt chips - blueberry | combination |
| | (opusa and mango) | Vogurt chips - strawberry | |

* first you must complete our health and nutrition survey

FIG. 20

alternate modify option

File View **Edit** Insert **Format** Tools Shape Window Help SPECIALIZED BLENDS PATH "C" specialized blends ~2102 Choose your favorite category In a hurry? Know just what you want to focus on? Perhaps you would like to see our favorite blends, our customer's favorite blends, or your favorite celebrity's blend? You can even modify your favorite cereal! We'll give you up to 3 offerings in the category of your choice. You decide what is best for you!! Health ~2104 >WEIGHT MANAGEMENT - let us help you manage your diet in a healthy and delicious >ENERGY - food products can be a wonderful source of essential energy rich nutrients! >HEART HEALTH - unique and wonderful tastes which help keep you and your heart healthy! >DIABETIC HEALTH >DIGESTIVE HEALTH >CHILDREN'S HEALTH >PREGNANT/NURSING >ANTIOXIDANT BLENDS >HIGH FIBER BLENDS >SOY PROTEIN BLENDS >HIGH PROTEIN BLENDS >VEGETARIAN'S CHOICE - Are you getting enough protein with your diet? >ATHLETE'S BLENDS - Are you training for a marathon? We can help you eat right! <u>Taste</u> - indulge in some amazingly tasty treats! ~2106 >CHOCOLATE LOVER'S DELIGHT! >CRAZY FOR NUTS! Favorites ~2108 >CELEBRITY CHOICE - e.g., See what cereal J.C. of N'Sync created! (Be sure to have mom or dad do the ordering!) >PEOPLE'S CHOICE (POPULAR BLENDS) e.g., Great Lakes Special! **>OUR FAVORITES** ◀

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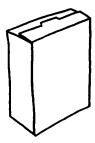
~2302

FIG. 23A



~2304

FIG. 23B



~2306

FIG. 23C